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Pleasanton Cultural Arts Foundation Welcomes New Board Member

David Bouchard, president and CEO of the Pleasanton Chamber of Commerce, has joined the Pleasanton Cultural Arts Foundation (PCAF), as its eighth and newest board member. With over 25 years of management experience, Bouchard has served as the president and CEO of the Gilroy Chamber of Commerce, the executive director of the Gilroy Garlic Festival Association and as an assistant to the city manager of Hollister.

The PCAF was formed by the Pleasanton Cultural Arts Council to raise funds for the proposed Firehouse Arts Center and to offer financial support for the arts in Pleasanton in the future. The center will be located in the historic Livermore-Pleasanton Fire House No. 1, located on Railroad Avenue, and plans include renovation of the existing structure, as well construction of a new addition to the building.

In a recent interview, Bouchard explained why he has decided to personally become involved in fundraising efforts for the center: "I joined the Pleasanton Cultural Arts Foundation Board of Trustees because of my interest in both business and the arts. I believe very strongly that the Firehouse Arts Center will have a positive impact on our community. It is a well-known fact that the arts are a vitally important economic industry, generating revenue, creating jobs and developing communities."

In part, Bouchard's enthusiasm for the center stems from his own lifelong interest in the performing arts and his musical ability, which includes playing several instruments. Both of his parents are graduates of the Boston Conservatory of Music, and his daughter has taken an interest in the visual arts. Bouchard hopes to facilitate her budding talent and is excited about having a place within the community, where his daughter and other children can go to experience the arts firsthand.

The center will feature a 240-seat theater, a fine arts gallery and second-floor classrooms. Construction costs are estimated at \$10.8 million, and an additional \$1 million is needed to sustain its art education and programming. The city has pledged a total of \$8.9 million toward the project, and the PCAF is seeking to raise an additional \$4.5 million to cover the remainder of the estimated costs and to ensure there are adequate funds for any additional expenses that may arise.